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Overview of Consolidated Financial Results for 1Q (October 2013-December 2013)

First Quarter Highlights (Oct. – Dec. 2013)

Consolidated Financial Results

■ Entering the Harvest Season

Sales: **43.7 billion yen** 12.3 % increase over the same quarter of the previous year excluding FX business

Operating Profit: **4.2 billion yen** **2.7 times** over the same quarter of the previous year

Ameba Business

■ Quarter Moves into the Black

Sales: **7.9 billion yen** **30.9% increase** over the same quarter of the previous year

Operating Profit: **34 million yen** **3.1 billion yen increase** over the same quarter of the previous year

Internet Advertisement Business

■ Expanding Well

Sales: **24.2 billion yen** **25% increase** over the same quarter of the previous year

Of which, sales of Smartphone Advertisements: **11.3 billion yen**

1.7 times over the same quarter of the previous year

SAP and Other Media Businesses

■ Native Games 1.24 billion yen increase over the same quarter of the previous year

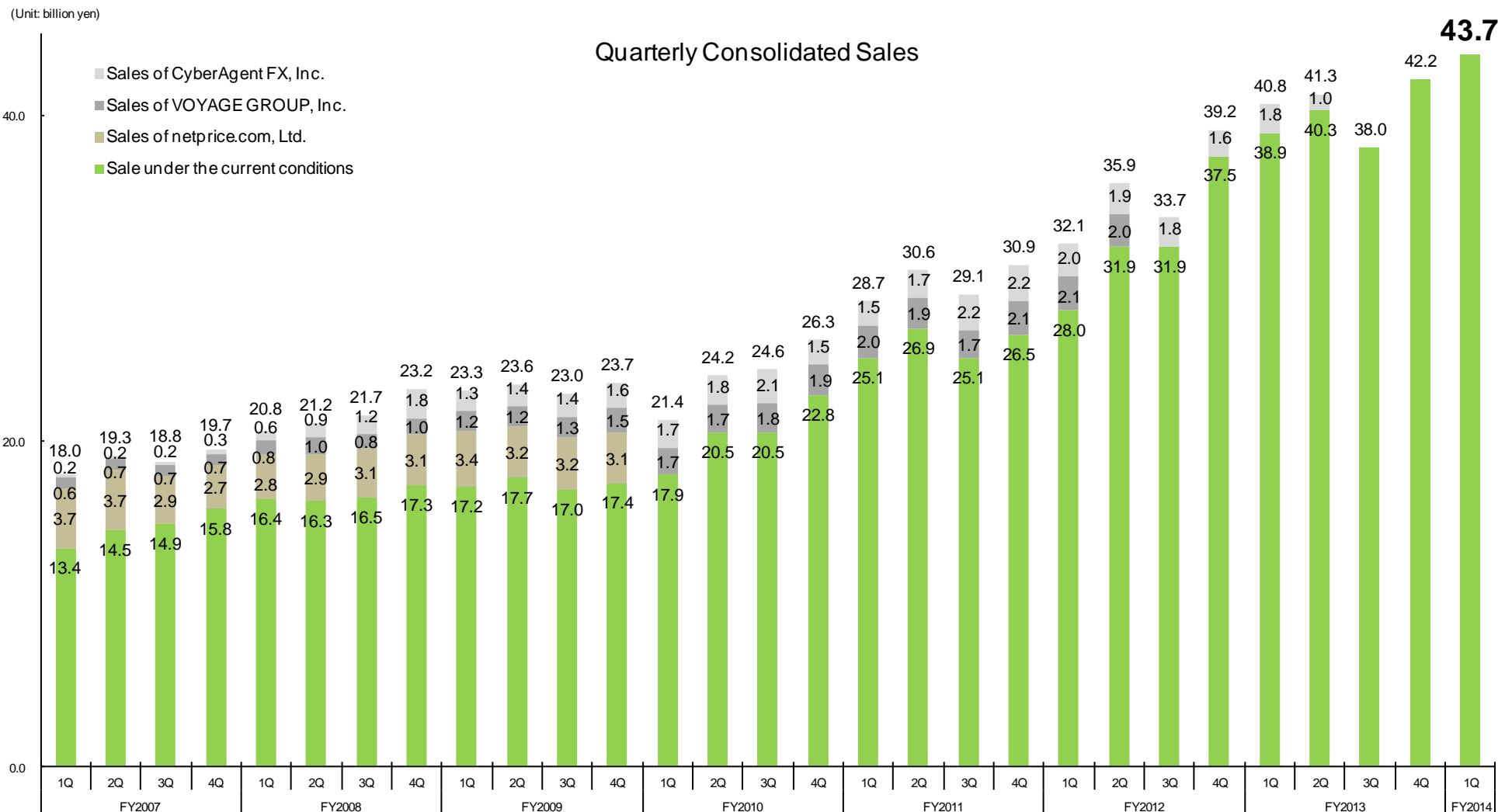
Social Gaming Sales: **11.4 billion yen** **4.3% increase** over the same quarter of the previous year

Of which, sales of Native Games: **5.2 billion yen** **30.8% increase** over the same quarter of the previous year

Quarterly Consolidated Sales

Sales for 1Q 2014: **43.7** billion yen

(12.3% increase over the same quarter of the previous year excluding FX)

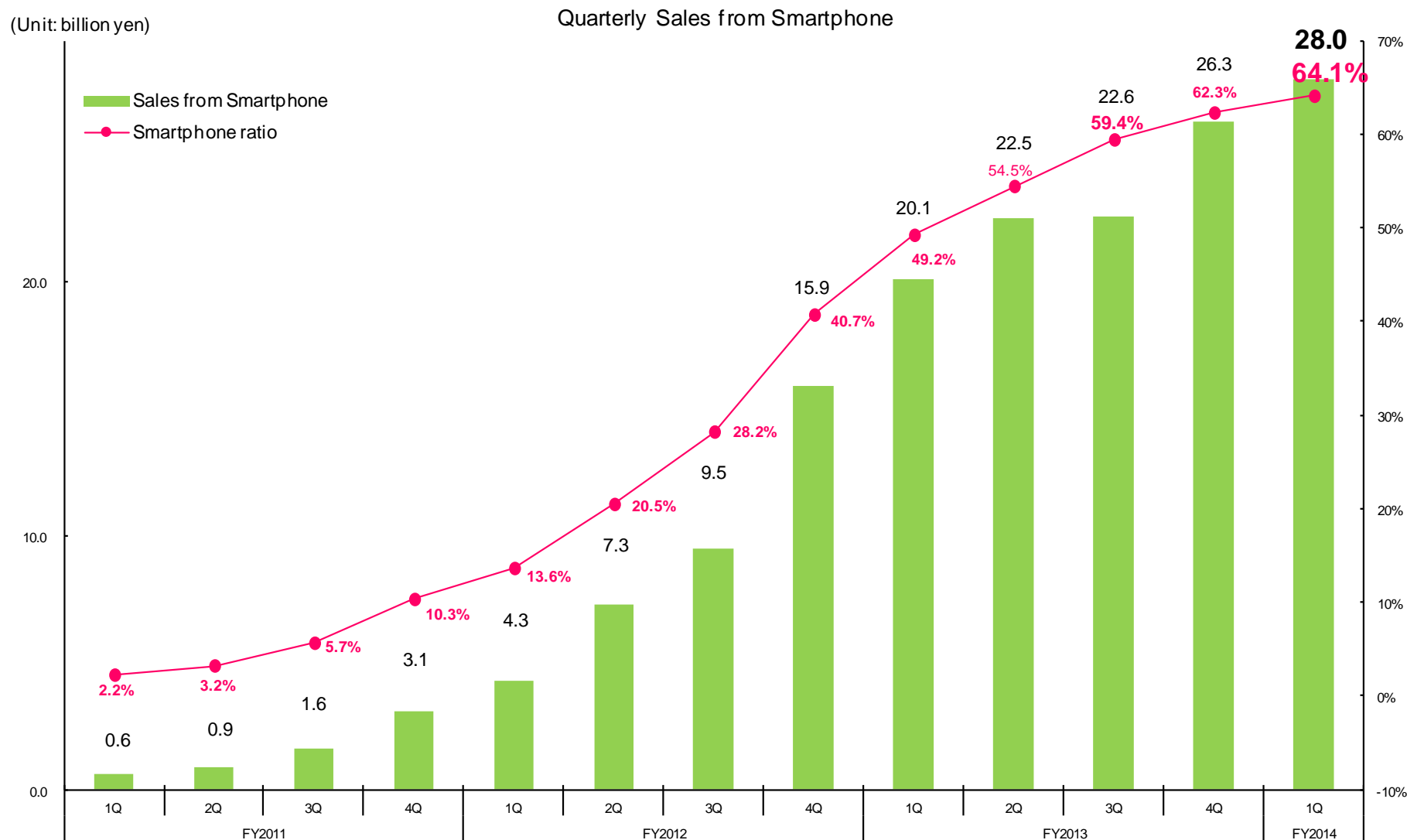


※ : netprice.com, Ltd. was transitioned from consolidated subsidiary to our equity method affiliate in FY2010.

※※ : The stock of VOYAGE GROUP, Inc. was transferred in 3Q FY2012, and so is no longer consolidated.

※※※ : The stock of CyberAgent FX, Inc. was transferred in 2Q FY2013, and so is no longer consolidated.

Quarterly Sales from Smartphone

Smartphone Sales: 28.0 billion yen (**39.5%** increase over the same quarter of the previous year)

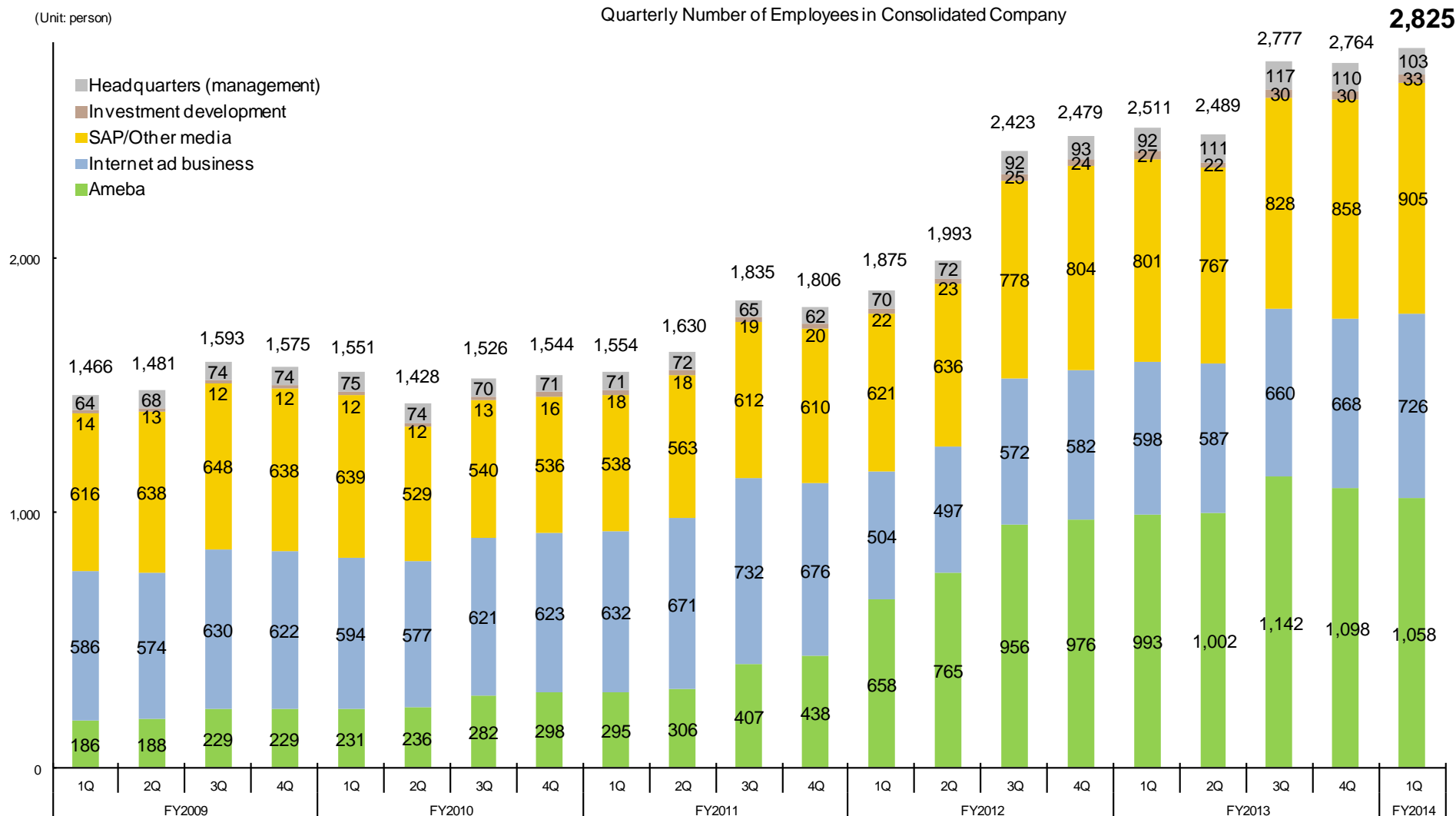
※ : Sales from smartphone include advertising, virtual content sales, etc.

Quarterly Number of Employees in Consolidated Companies

Increase of 61 Employees over the previous quarter
Employees in Ad Technology Business and SAP Business increased

(Unit: person)

Quarterly Number of Employees in Consolidated Company



※ : The number of employees of the old consolidated firms: netprice.com, Ltd., Voyage Group, Inc., and CyberAgent FX, Inc. is excluded.

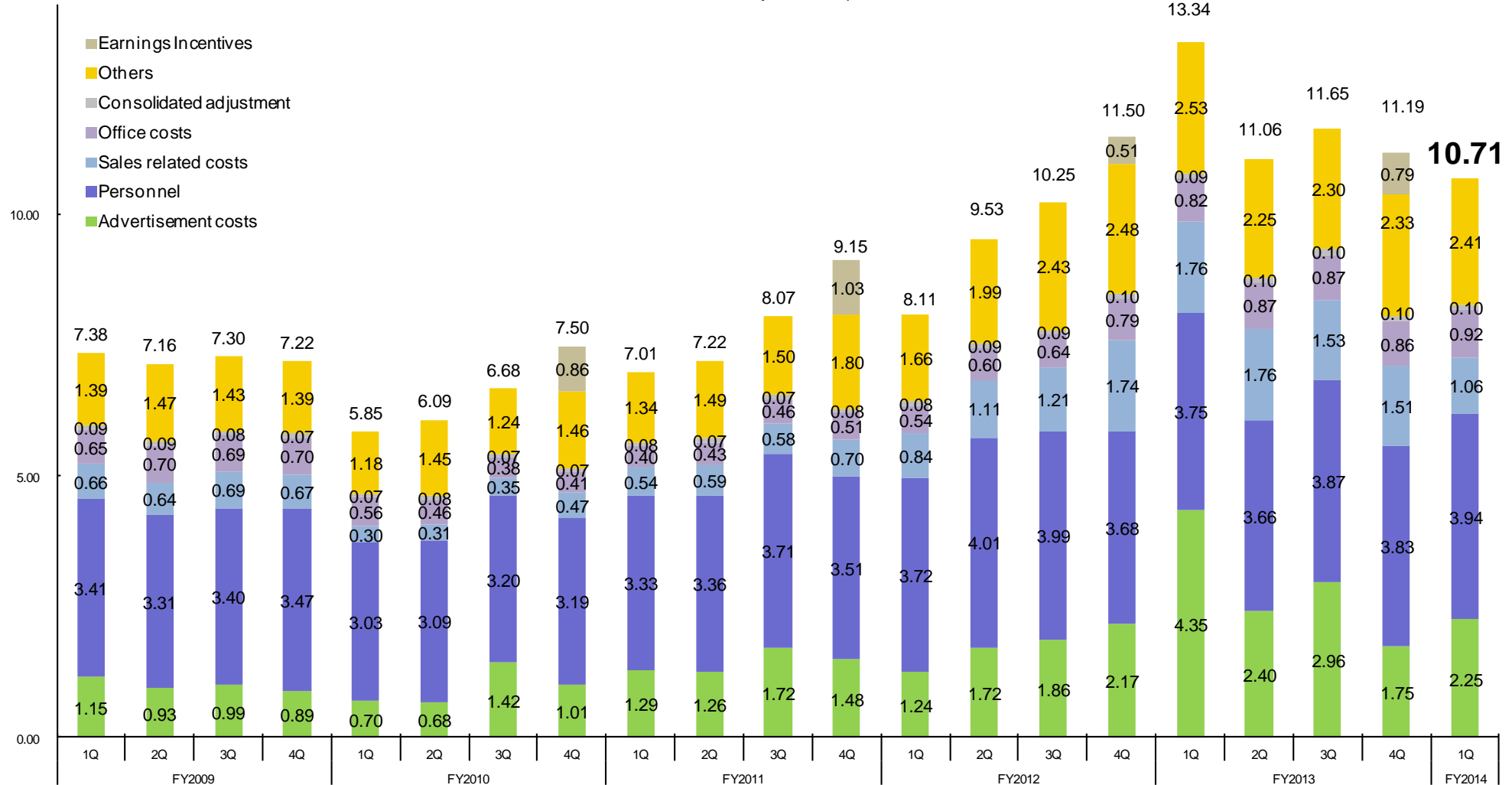
※※ : Retroactive revision due to segment change.

Quarterly SG&A Expenses

Generally a side shift from the previous quarter

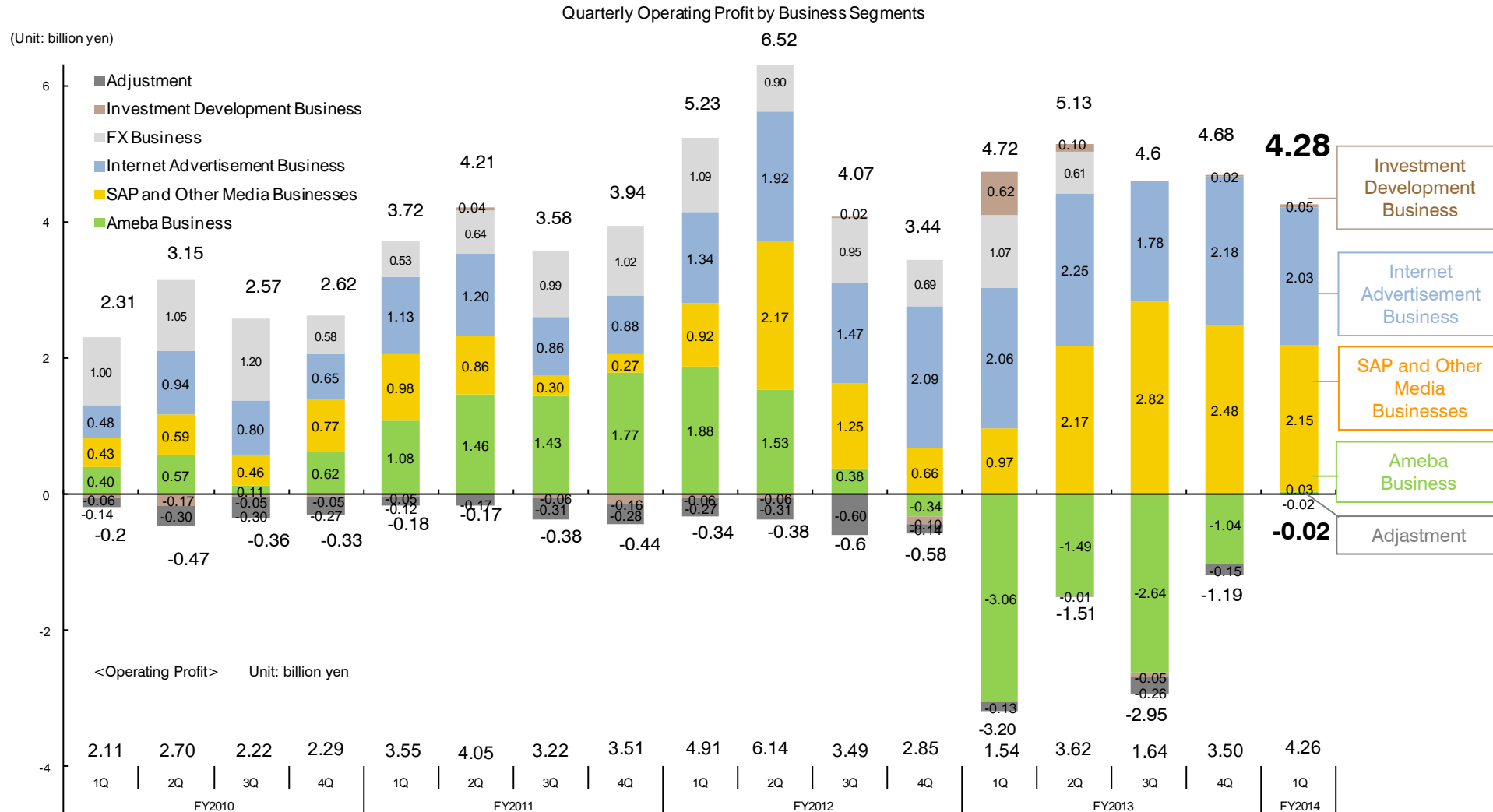
(Unit: billion yen)

Quarterly SG&A Expenses



Quarterly Operating Profit by Business Segments

Ameba Business Moves into the Black



※ : Retroactive revision due to segment change.

The adjusted amount is a portion of all company expenses that fluctuate seasonally.

P L

Operating Profit **4.2** billion yen (**2.7** times over the same quarter of the previous year)Operating Profit Margin **9.8%** (**6.0** point increase over the same quarter of the previous year)

Unit: million yen	Oct-Dec 2013	Oct-Dec 2012	Change
Net sales	43,715	40,825	7.1%
Gross margin	14,974	14,890	0.6%
SG&A expenses	10,710	13,346	-19.8%
Operating profit	4,263	1,543	176.3%
Operating profit margin	9.8%	3.8%	6.0points
Ordinary profit	4,323	1,622	166.5%
Extraordinary income	230	6,328	-96.4%
Extraordinary loss	582	1,255	-53.6%
Current net pretax profit	3,972	6,695	-40.7%
Current net profit	2,066	3,251	-36.5%

B S

Unit: million yen	End of Dec 2013	End of Sep 2013	Change
Current assets	54,576	60,916	-10.4%
Cash deposits	21,709	28,455	-23.7%
Fixed assets	21,927	20,509	6.9%
Total assets	76,503	81,425	-6.0%
Current liabilities	24,147	29,861	-19.1%
(Income tax payable)	743	6,971	-89.3%
Fixed liabilities	1,003	976	2.8%
Net assets	51,352	50,587	1.5%

Business Forecast for FY2014

2 Business Forecast for FY2014

Yearly Consolidated Sales

Consolidated Sales: 180.0 billion yen (10.8% increase over the previous year)



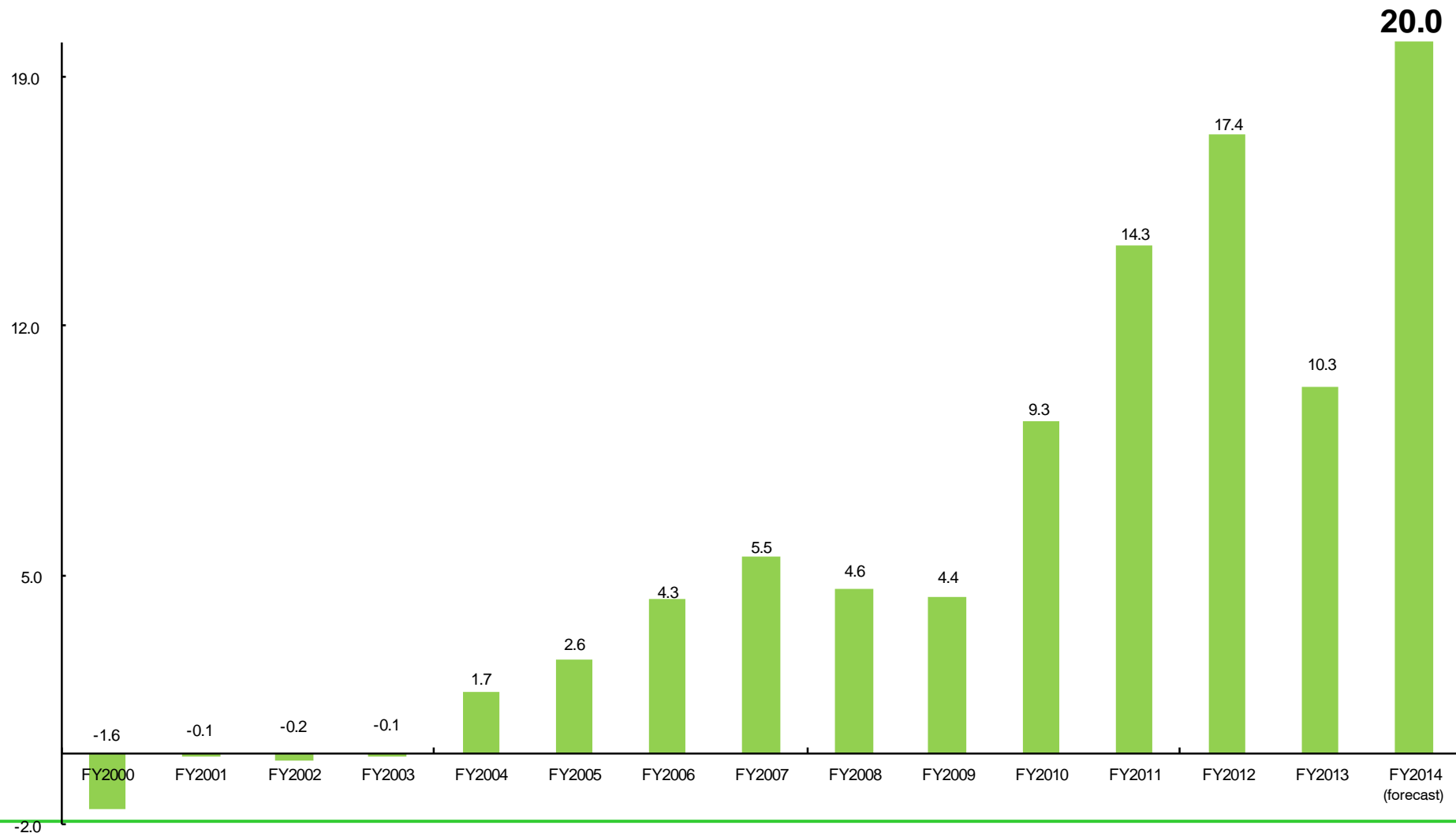
2 Business Forecast for FY2014

Yearly Operating Profit

Yearly Operating Profit: 20.0 billion yen (**93.8%** increase over the previous year)

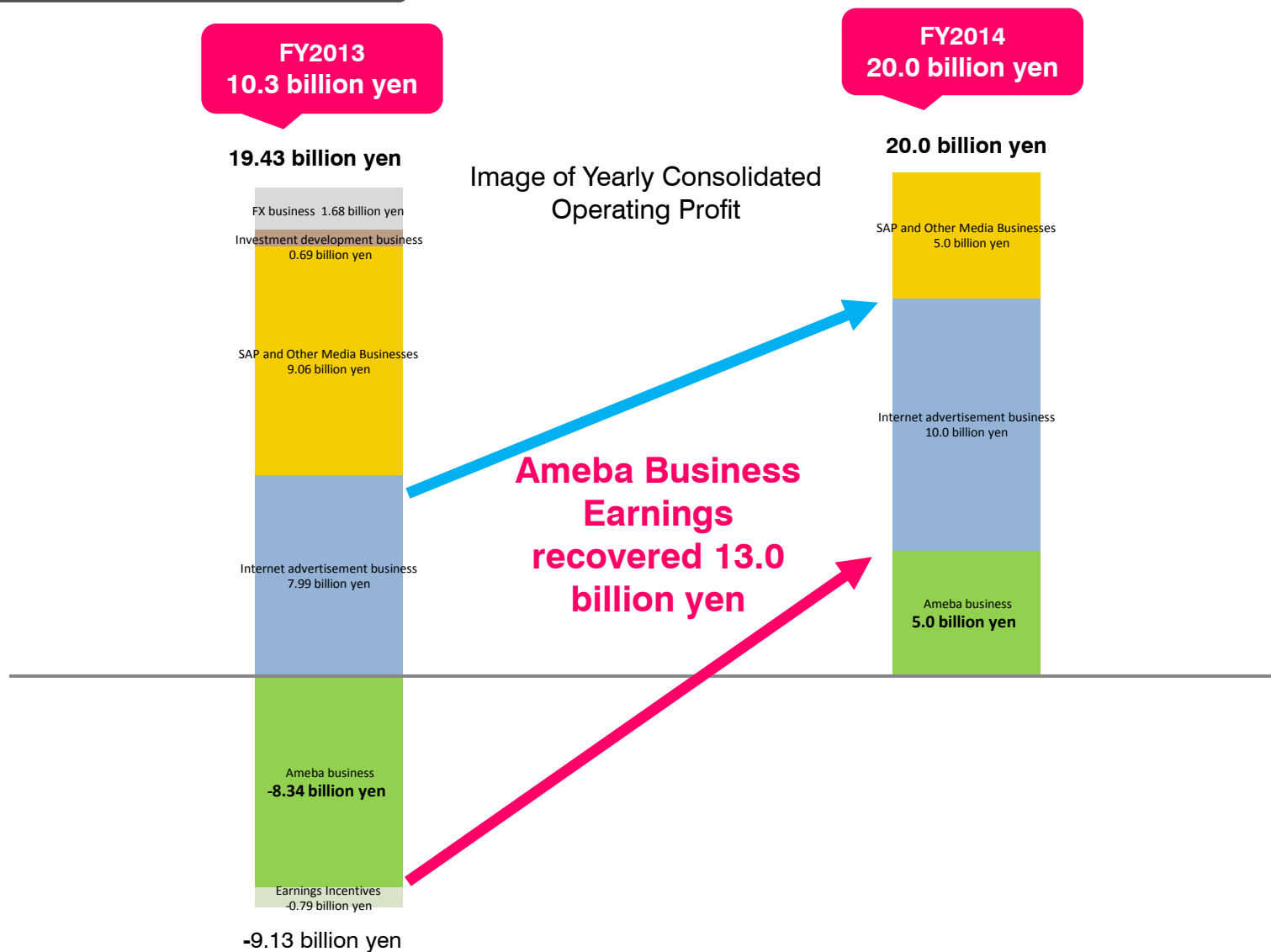
(Unit: billion yen)

Yearly Operating Profit



2 Business Forecast for FY2014

Image of Yearly Consolidated Operating Profit



2 Business Forecast for FY2014

Progress Rate with Respect to the Forecast for FY2014

Transitioning Favorably

Unit: million yen	Sales	Operating Profit	Ordinary Profit	Net Profit
Forecast for FY2014	180,000	20,000	20,000	10,000
Results for 1Q FY2014	43,715	4,263	4,323	2,066
Progress Rate	24.3 %	21.3 %	21.6 %	20.7 %

Dividend Forecast

Dividend increase for the first time in 2 terms Payout ratio: 24.9%

Unit: yen	Dividend per share	Dividend increase rate (from the previous term)	Total dividend
Estimated dividend for FY2014	40	14.3 %	2.4 billion yen
Dividend for FY2013	35	0 %	2.1 billion yen
Dividend for FY2012	35	0 %	2.2 billion yen

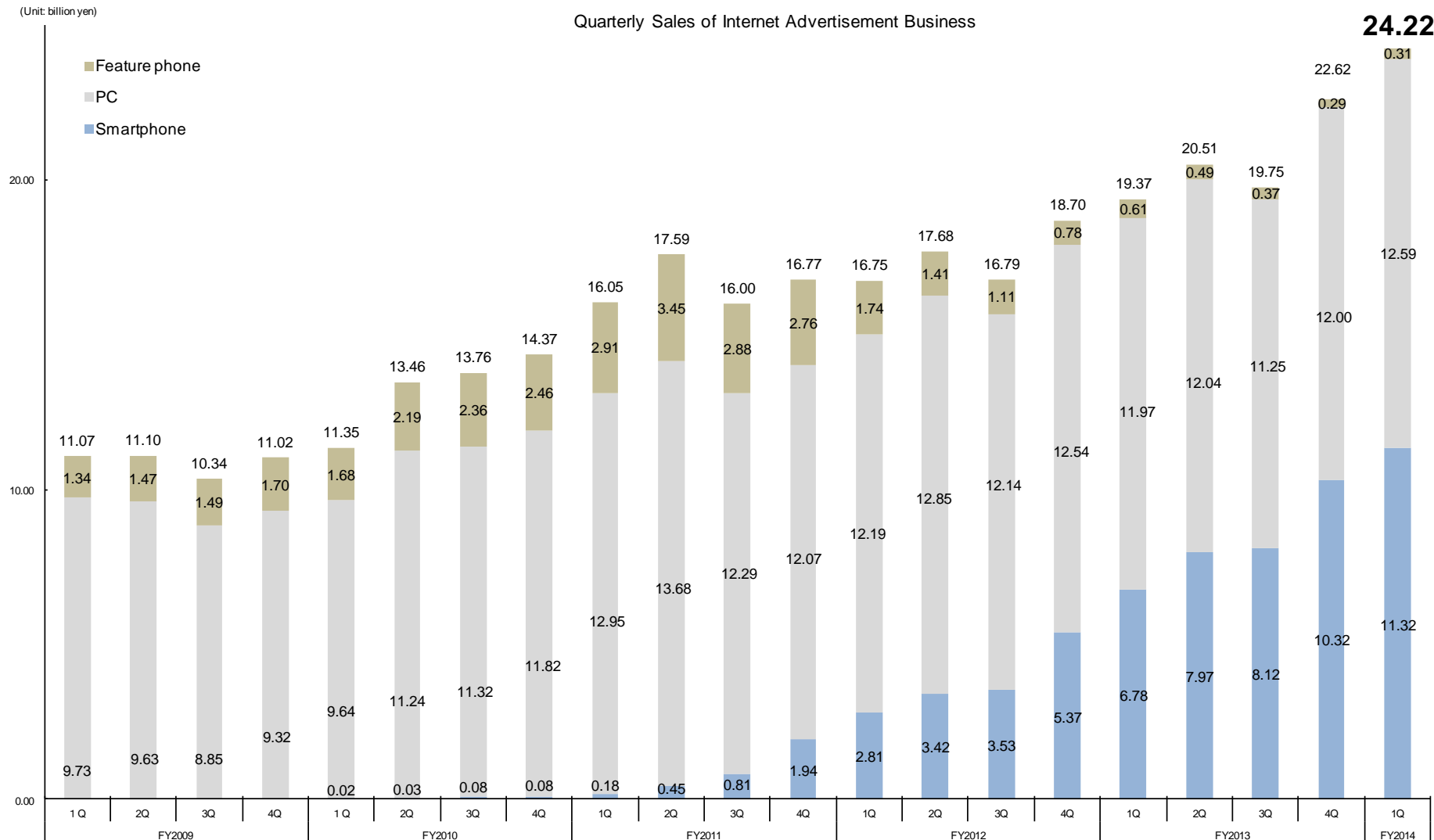
Internet Advertisement Business

3 Internet Advertisement Business

Quarterly Sales

Advertising Business is Doing Well Sales: 24.22 billion yen (25% increase over the same quarter of the previous year)

Smartphone Advertising Sales: 11.32 billion yen (1.7 times over the same quarter of the previous year)



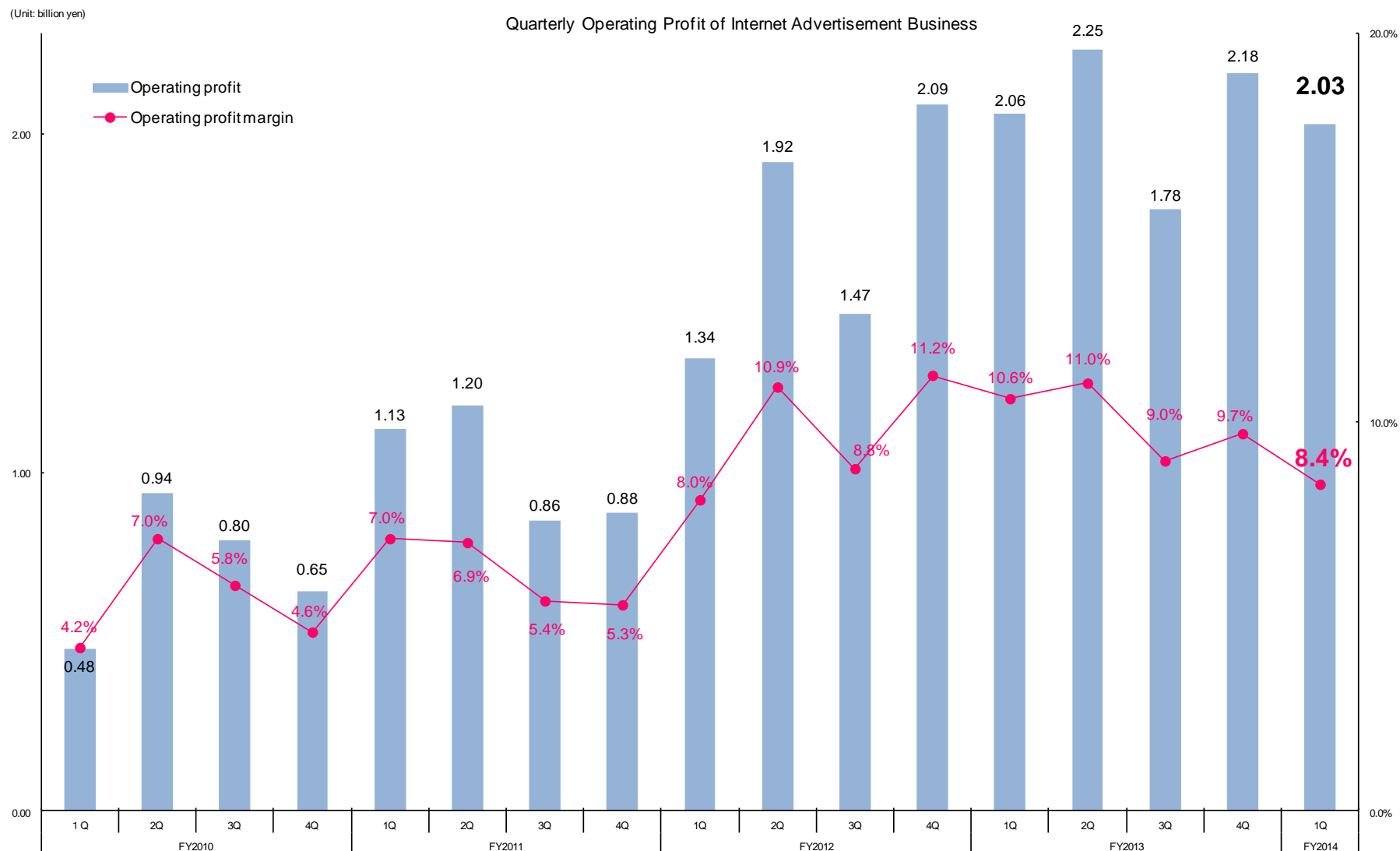
※ : Retroactive revision due to segment change.

Internet Advertising Business : Advertising business for Cyber Agent Inc., MicroAd Inc., CyberZ Inc., CA Reward Inc. & 8 Other Companies.

3 Internet Advertisement Business

Quarterly Operating Profit & Operating Profit Margin

Agency Business Continues at a High Profit Margin



※ : Retroactive revision due to segment change.

Internet Advertising Business : Advertising business for Cyber Agent Inc., MicroAd Inc., CyberZ Inc., CA Reward Inc. & 8 Other Companies.

Ad Technology Business Sales: 3.9 billion yen (17.2% increase over the same quarter of the previous year)

■ RTB Business



■ Smartphone Ad Network Business



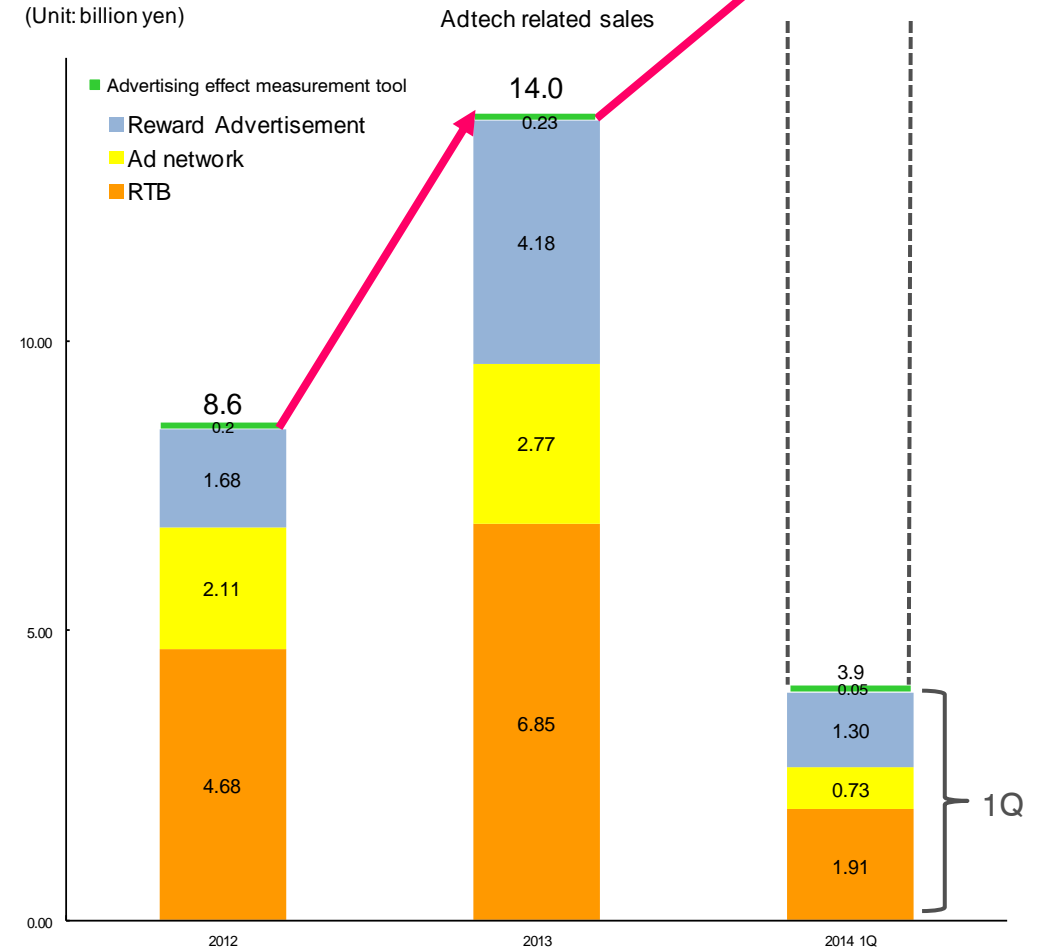
■ Smartphone Reward Advertisements



■ Internet Advertising Effectiveness Measurement Tools



(Unit: billion yen)

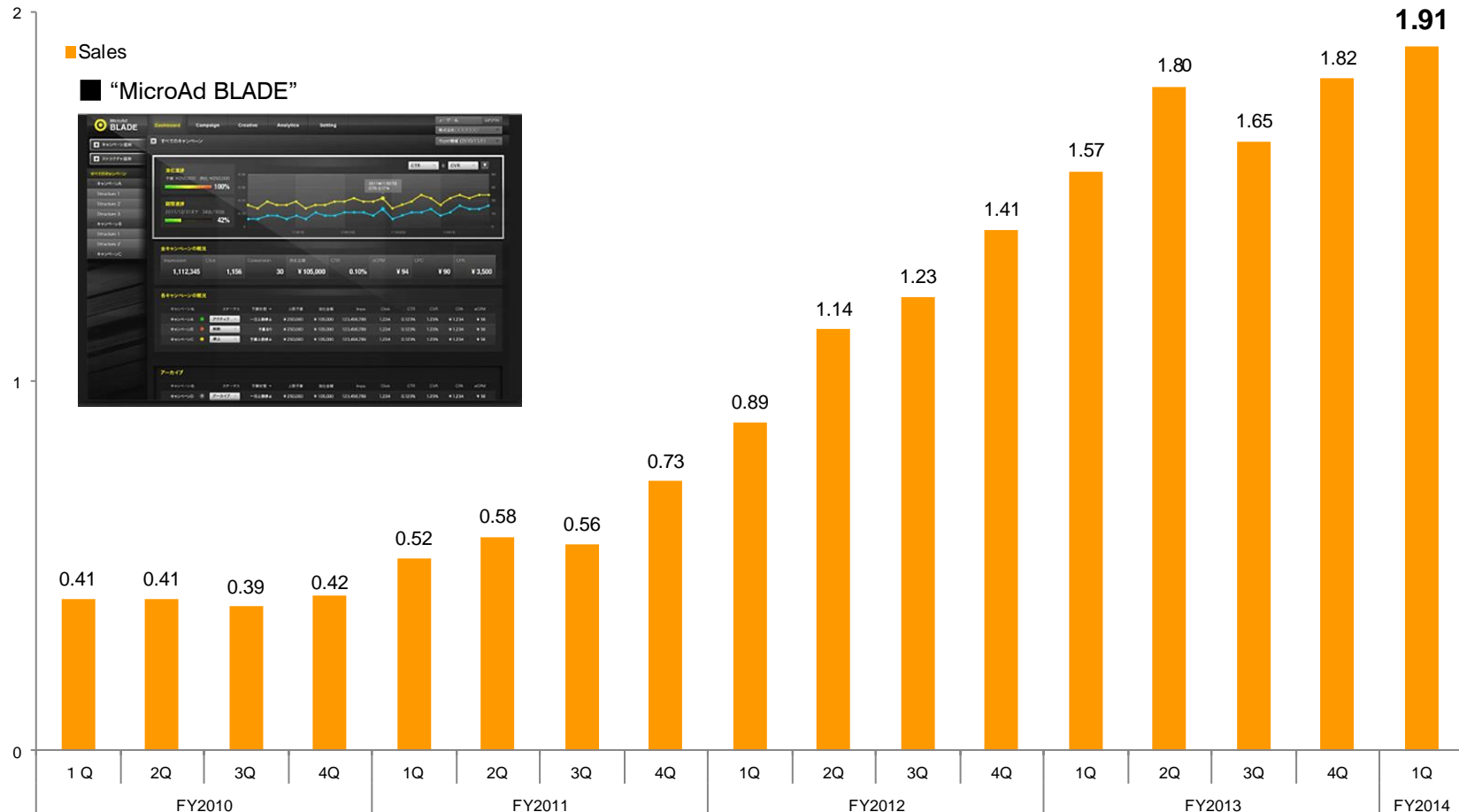


Ad Technology Business

Consolidated Subsidiary MicroAD, Inc. is **#1 in the Nation** in DSP business

Quarterly Sales of MICROAD, INC.

(Unit: billion yen)

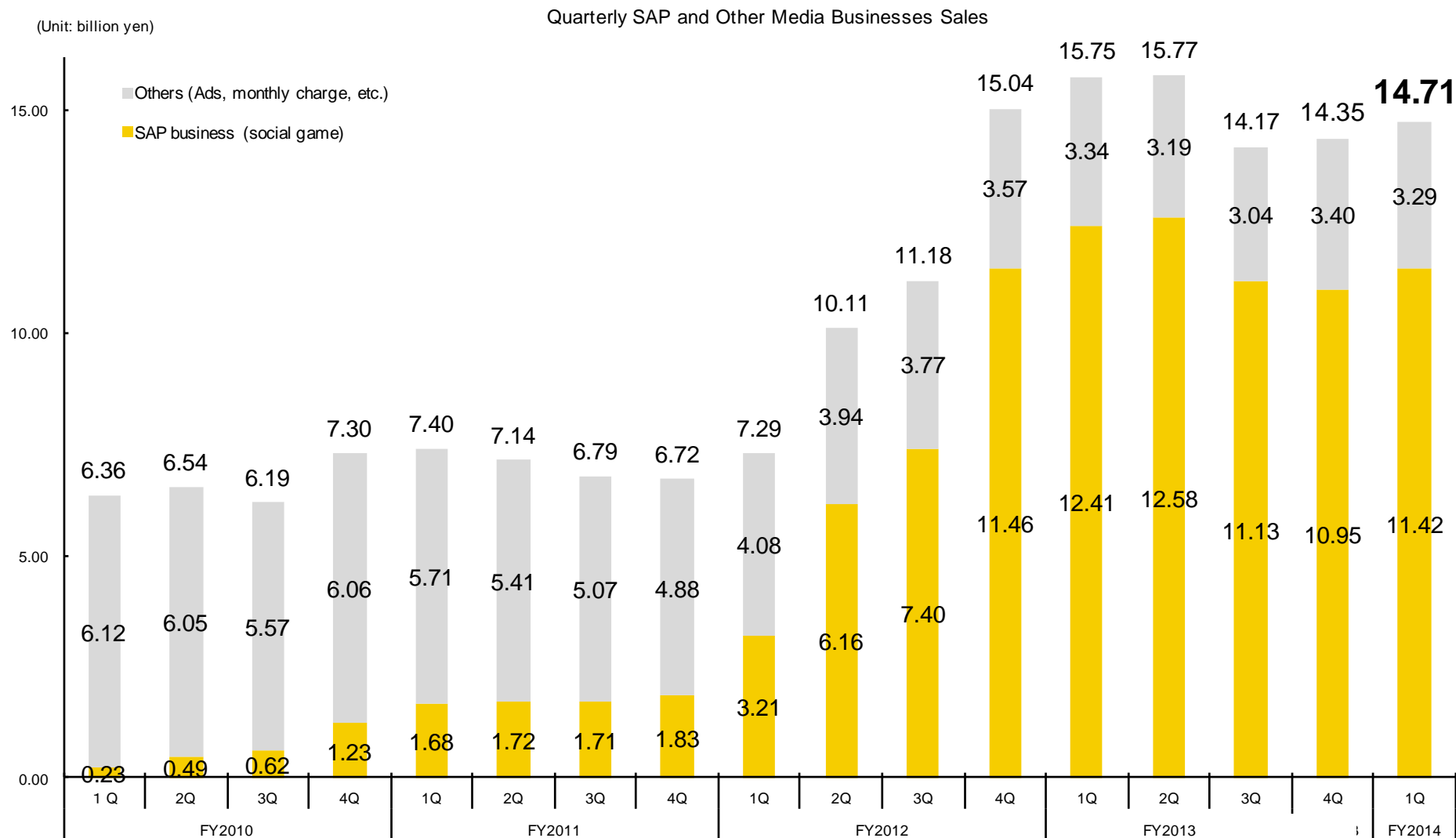


SAP and Other Media Businesses

4 SAP and Other Media Businesses

Quarterly Sales

SAP Business Sales: 11.42 billion yen (4.3% increase over the same quarter of the previous year)



※ : Retroactive Revision due to Segment Change

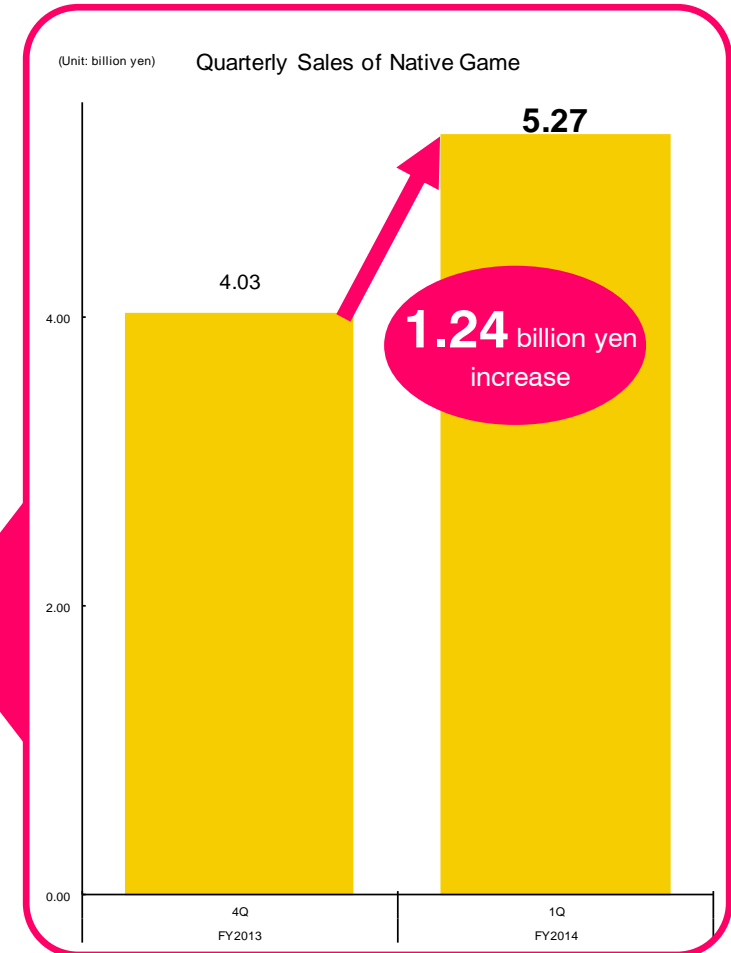
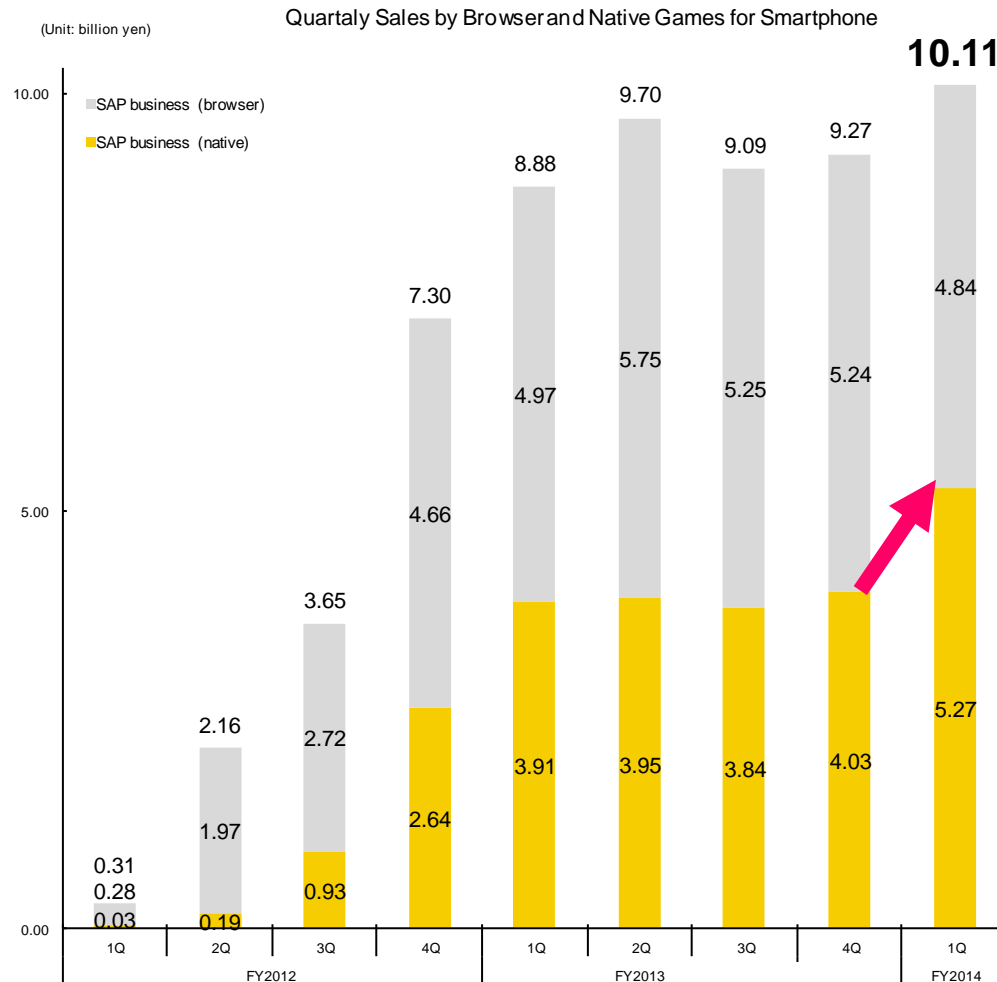
SAP(Social Game) Business : Cygames Inc., Sumzap Inc., Applibot, Inc., 7 Other Companies

Other Business : CA Mobile Inc., Wedding Park Inc., CA Tech Kids Inc., 9 Other Companies

4 SAP and Other Media Businesses

Quarterly Sales of Social Game

In Native Games, New Titles are pulling, resulting in an increase of **1.24** billion yen over the previous quarter.



Native games We have 6 titles in the top 50!

1		パズル&ドラゴンズ ゲーム ★★★★☆ (7,549)	開く
2		ドラゴンクエストモンスターズ スーパー... ゲーム ★★★★☆ (13,556)	1
3		クイズRPG 魔法使いと黒猫のウィズ ゲーム ★★★★☆ (994)	無料
4		LINE ポコパン ゲーム ★★★★☆ (49,073)	無料
5		モンスターストライク ゲーム ★★★★☆ (54,752)	無料
6		ブレイブフロンティア 【無料本格ロー... ゲーム ★★★★☆ (343)	無料
7		プロ野球PRIDE ゲーム ★★★★☆ (75)	無料
8		Clash of Clans ゲーム ★★★★☆ (8,755)	無料
9		キャンディークラッシュ ゲーム ★★★★☆ (841)	無料
10		LINE ソーシャルネットワ... ★★★★☆ (5,556)	開く
11		戦国炎舞 -KIZUNA- ゲーム ★★★★☆ (64)	2
12		ガンダムエアリアルウォーズ ゲーム ★★★★☆ (576)	無料
13		LINE PLAY ソーシャルネットワ... ★★★★☆ (2,026)	無料
14		ラブライブ! スクールアイドルフェス... ゲーム ★★★★☆ (965)	無料
15		軍勢RPG 蒼の三国 ゲーム ★★★★☆ (532)	無料
16		ドラゴンポーカー ゲーム ★★★★☆ (260)	無料
17		LINE バブル ゲーム ★★★★☆ (7,865)	無料
18		ドラゴンリーグX ゲーム ★★★★☆ (945)	無料
19		ケロ姫スイーツ ゲーム ★★★★☆ (7,865)	無料
20		チェインクロニクル ◆本格シナリオ... ★★★★☆ (27,765)	無料
21		ヘイ・デイ (Hay Day) ゲーム ★★★★☆ (8,760)	無料
22		SDガンダム ジージェネレーション... ゲーム ★★★★☆ (285)	無料
23		サウゼンメモリーズ 【無料RPG... ゲーム ★★★★☆ (522)	無料
24		ワールドサッカーリーグ シン... ゲーム ★★★★☆ (586)	無料
25		欧州クラブチームサッカー BEST*EL... ゲーム ★★★★☆ (129)	無料
26		LINE マンガブック ★★★★☆ (17)	無料
27		ガールフレンド (仮) ゲーム ★★★★☆ (816)	3
28		入会無料の出会いアプリYYC(ワイ... ソーシャルネットワ... ★★★★☆ (162)	無料
29		LINE POP ゲーム ★★★★☆ (151)	開く
30		三国志ロワイヤル ゲーム ★★★★☆ (263)	無料
31		三国志パズル大戦 ゲーム ★★★★☆ (97)	4
32		暴走列伝 単車の虎 ゲーム ★★★★☆ (2,105)	無料
33		ポケットコロニー 〜かわい... ソーシャルネットワーキ... ★★★★☆ (598)	無料
34		仮面ライダー ライダバウト! ゲーム ★★★★☆ (421)	無料
35		カオスドライブ ゲーム ★★★★☆ (592)	5
36		ドリフトスピリッツ ゲーム ★★★★☆ (2,474)	無料
37		ダービーインバクト ゲーム ★★★★☆ (1,805)	無料
38		LINE ウィンドランナー ゲーム ★★★★☆ (5,879)	無料
39		ぶよぶよ!!クエスト ゲーム ★★★★☆ (807)	無料
40		NBA ドリームチーム ゲーム ★★★★☆ (54)	無料
41		ボーダーブレイク mobile -疾風のガ... ゲーム ★★★★☆ (84)	無料
42		三国志舞舞 ゲーム ★★★★☆ (381)	無料
43		フルボッコ ヒーローズ ゲーム ★★★★☆ (649)	無料
44		LINE フィッシュアイランド ゲーム ★★★★☆ (11,726)	無料
45		不良道〜ギャングロード〜 ゲーム ★★★★☆ (28)	6
46		ガンダムGジェネレーション ゲーム ★★★★☆ (750)	無料
47		LINE DOZER コイン落としゲーム ゲーム ★★★★☆ (487)	無料
48		三国インフィニティ ゲーム ★★★★☆ (38)	無料
49		真・戦国バスター ゲーム ★★★★☆ (12)	無料
50		剣と魔法のログレス いにしえの女神◆... ゲーム ★★★★☆ (589)	無料
56		ドラゴンストライク ゲーム ★★★★☆ (39)	7
59		レジェンド オブ モンスターズ ゲーム ★★★★☆ (19)	8
81		ミリオンチェーン ゲーム ★★★★☆ (34)	9

「DRAGON QUEST MONSTERS SUPER LIGHT」 #2 in Sales Ranking within 2 Days of Release※!!

■ **Brand New Product** “DRAGON QUEST MONSTERS SUPER LIGHT” Released January 23



22 New Titles Under Development in Native Games

■ “Sengokuenbu — KIZNA —” Released on April 15, 2013



January 20th
1.3 million
DLs

■ “Sangokushi Puzzle Great Battle” Released on August 26, 2013



January 20th
4 million DLs

■ “Furyoudo~Gang Road~” Released on February 6, 2012



iOS 2013
13th
In Combined Top
Sales

■ “Chaos Drive” Released on August 14, 2013



January 7th
Released
Android Version

6 Browser Games Under Development (Of which 4 are for Ameba)

■ “Knights of Glory” ※ mobage



■ “GRANBLUE FANTASY” ※※ mobage



■ “Sakatsuku” ※※※ Ameba



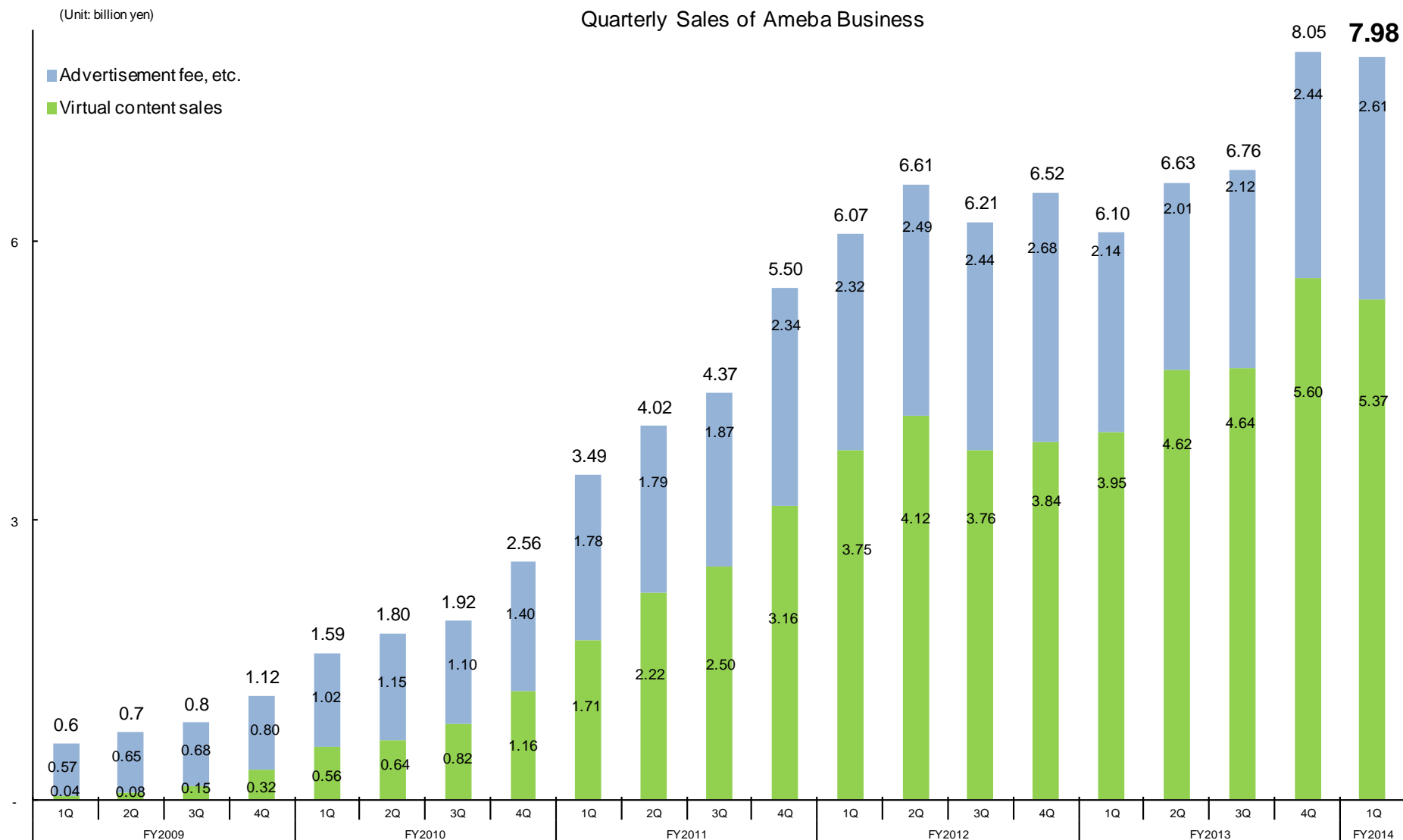
■ “Million Brave” ※※※※ GREE



Ameba Business

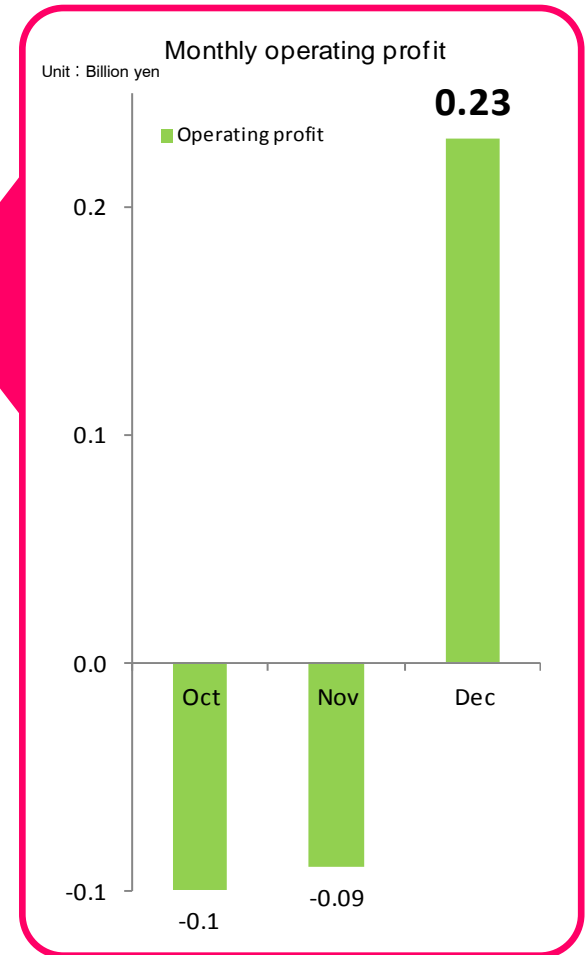
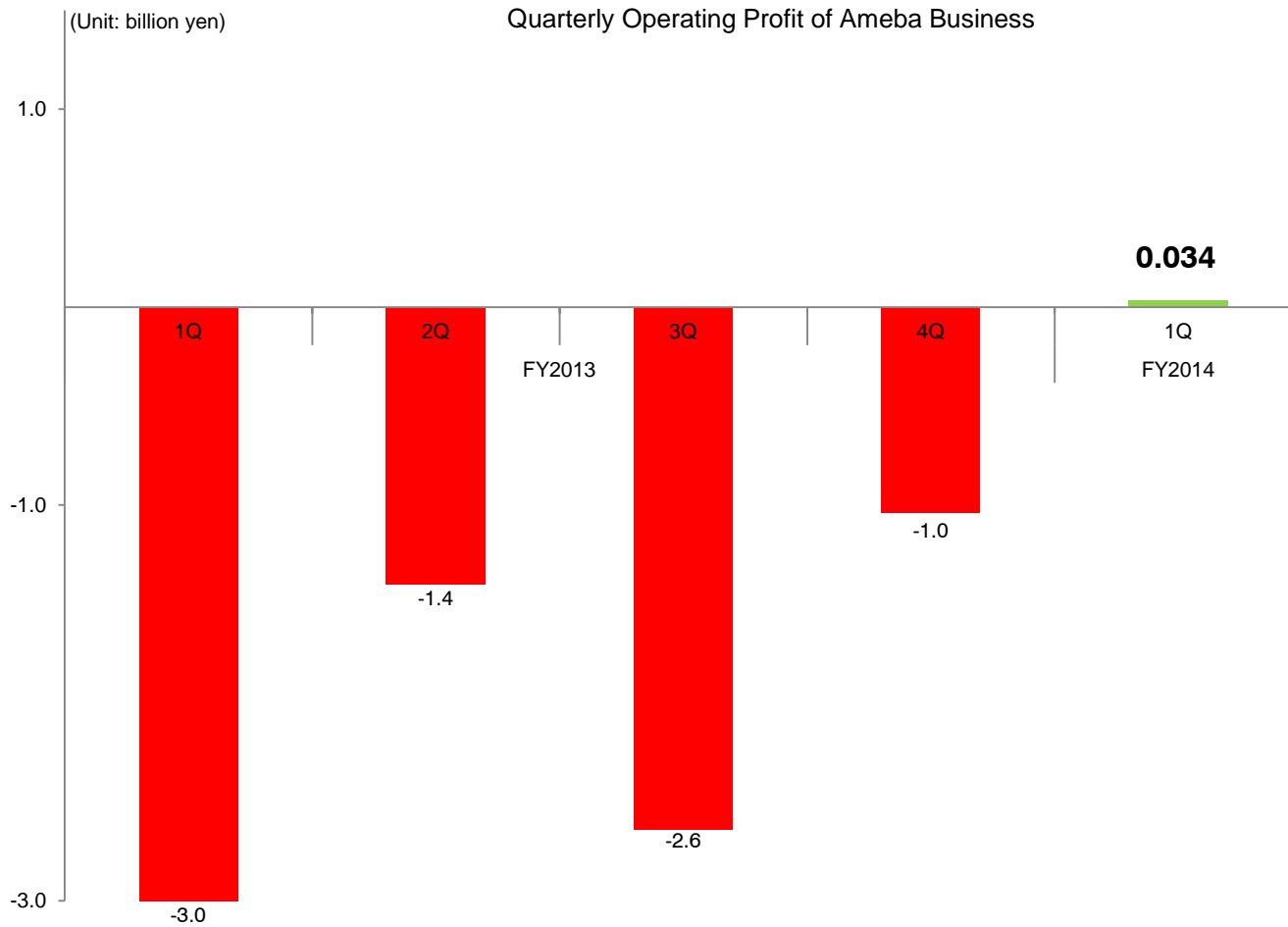
Quarterly Sales

Sales: 7.98 billion yen (**30.9% increase** over the same quarter of the previous year)



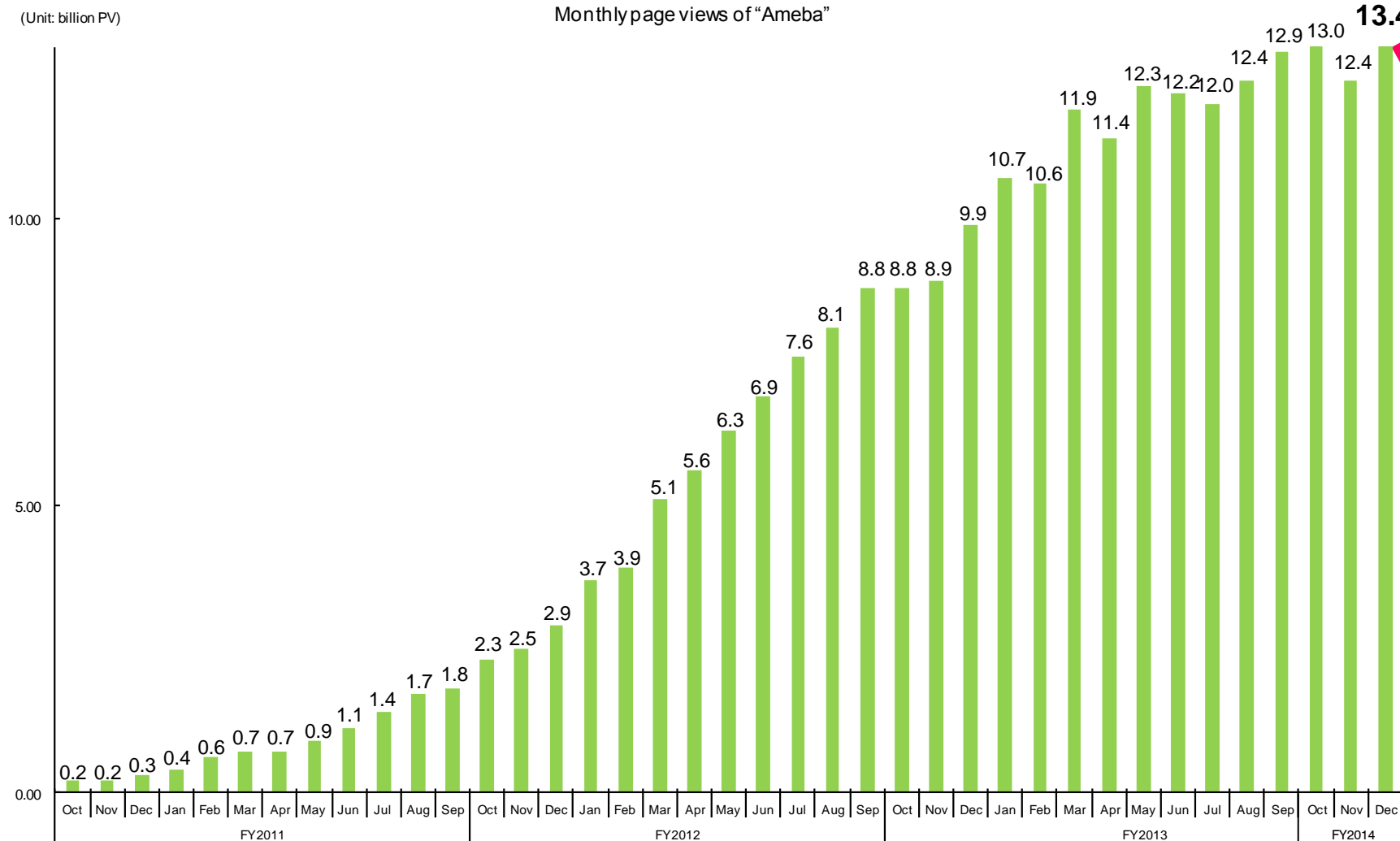
Quarterly Operating Profit

Turnaround in 1Q FY2014! Toward Harvest Season



Monthly Page Views from Smartphones

The adjustment period has ended, now, on the path to regrowth



Community Services

Monthly unique browsers: 11.01 million※



Ameba Community

PV ranking in Dec **TOP10**



Kiiteyo! Mirucho



GIRL'S TALK



Ameba Oogiri

4th



Candy

5th



Simplog

6th



Tellme

7th



Pashatto my Pet

8th



Pekori

9th



GIRLS PIC+

10th



24log

As of Jan 29: 40 Services

Games



Ameba Social Game

Coin spent amount ranking in Dec

TOP10



Girl Friend BETA



Tenka-toitsu-



mogg

4th



Tenku no Christaria

5th



Gang Soul

6th



Sengoku SAGA

7th



Farmy

8th



Boy Friend BETA

9th



Girlsho (enish)

10th



Asonde! HuggPet

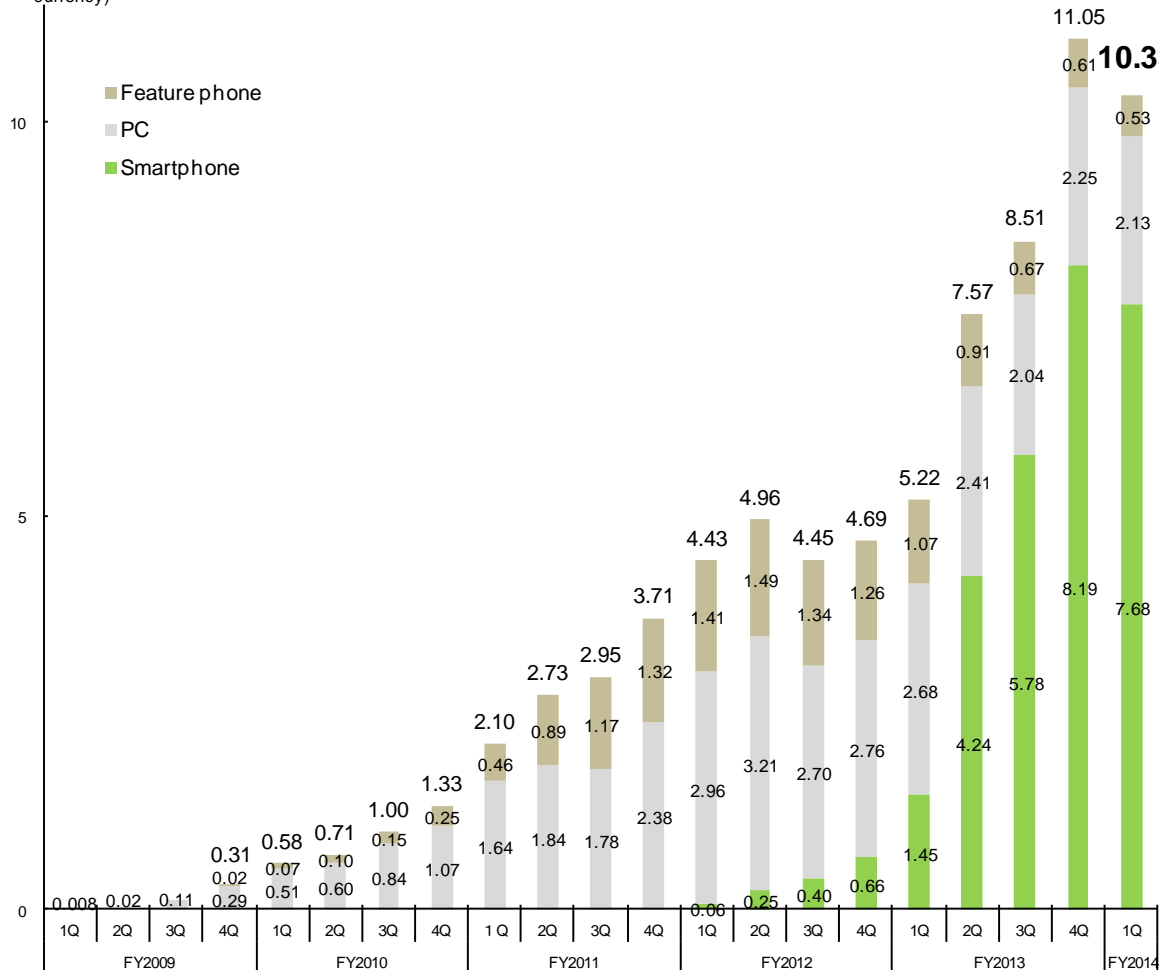
As of Jan 29: 76 titles

Quarterly Amount of Coin Spent

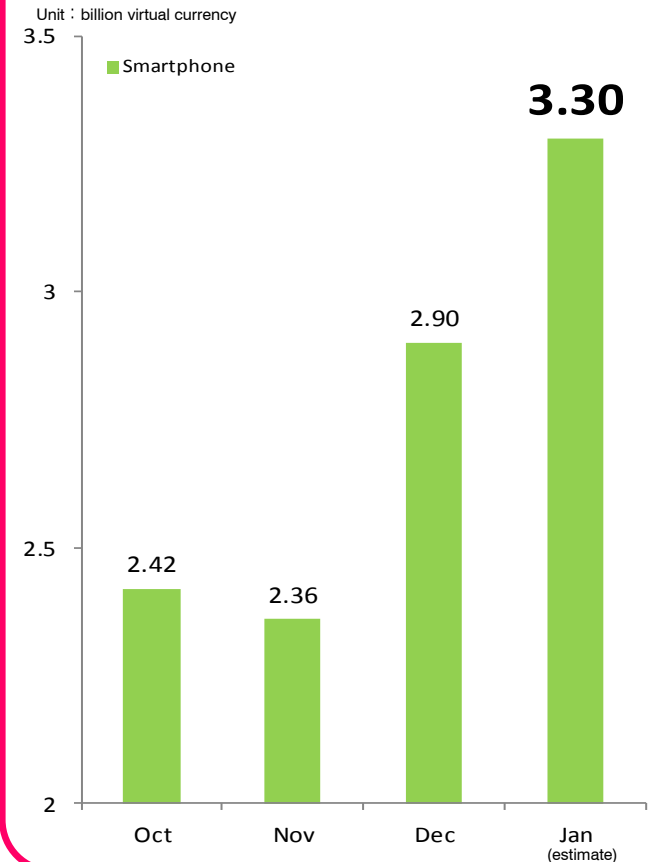
There was a temporary setback but, there was a new record high consumption amount in January

(Unit: billion virtual currency)

Quarterly Coin Spent Amount in Ameba Business



Smartphone Monthly Coin Spent Amount



Popular Title: Girl Friend BETA

Promising CM Effect! Expected to Smash the Previous Record High Spending of 1.6 Billion in January



Members on
January 12th
4 million
Surpassed !



Browser Game

October – December, Internal Manufactured 5 Titles Release, 9 Under Development

■ “Boy Friend BETA” Released on December 13, 2013



■ “Nazotte Pigg Kitchen” Released on November 19, 2013



■ “Haripid” Released on December 5, 2013



Native Game

Monthly Sales Surpassed 100 Million



Released on August 14, 2013

Native Game

Signs of Breaking 35 Million in the First Month



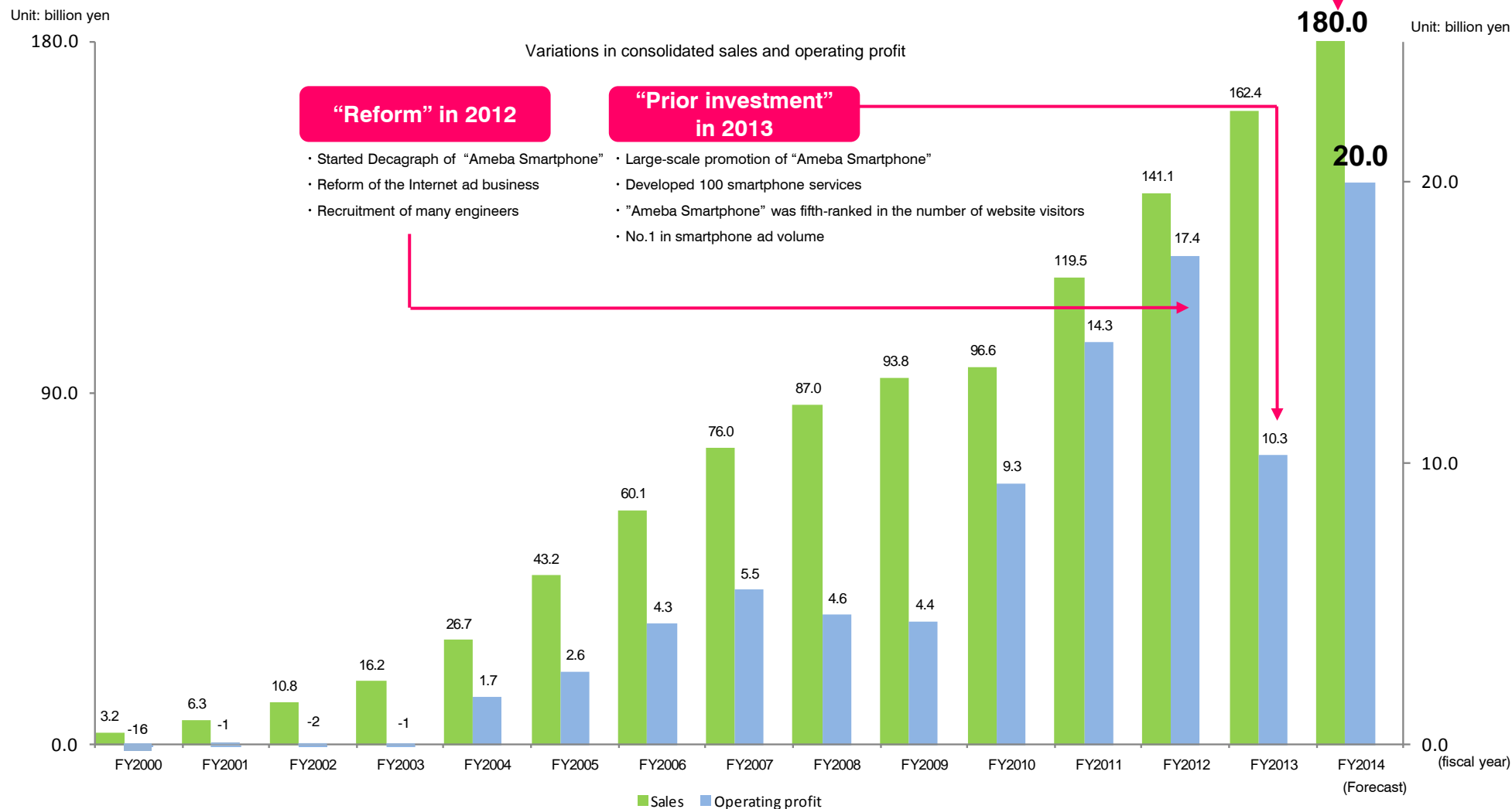
Released on December 13, 2013

3 titles are under development in “Ameba Native Game Studio”

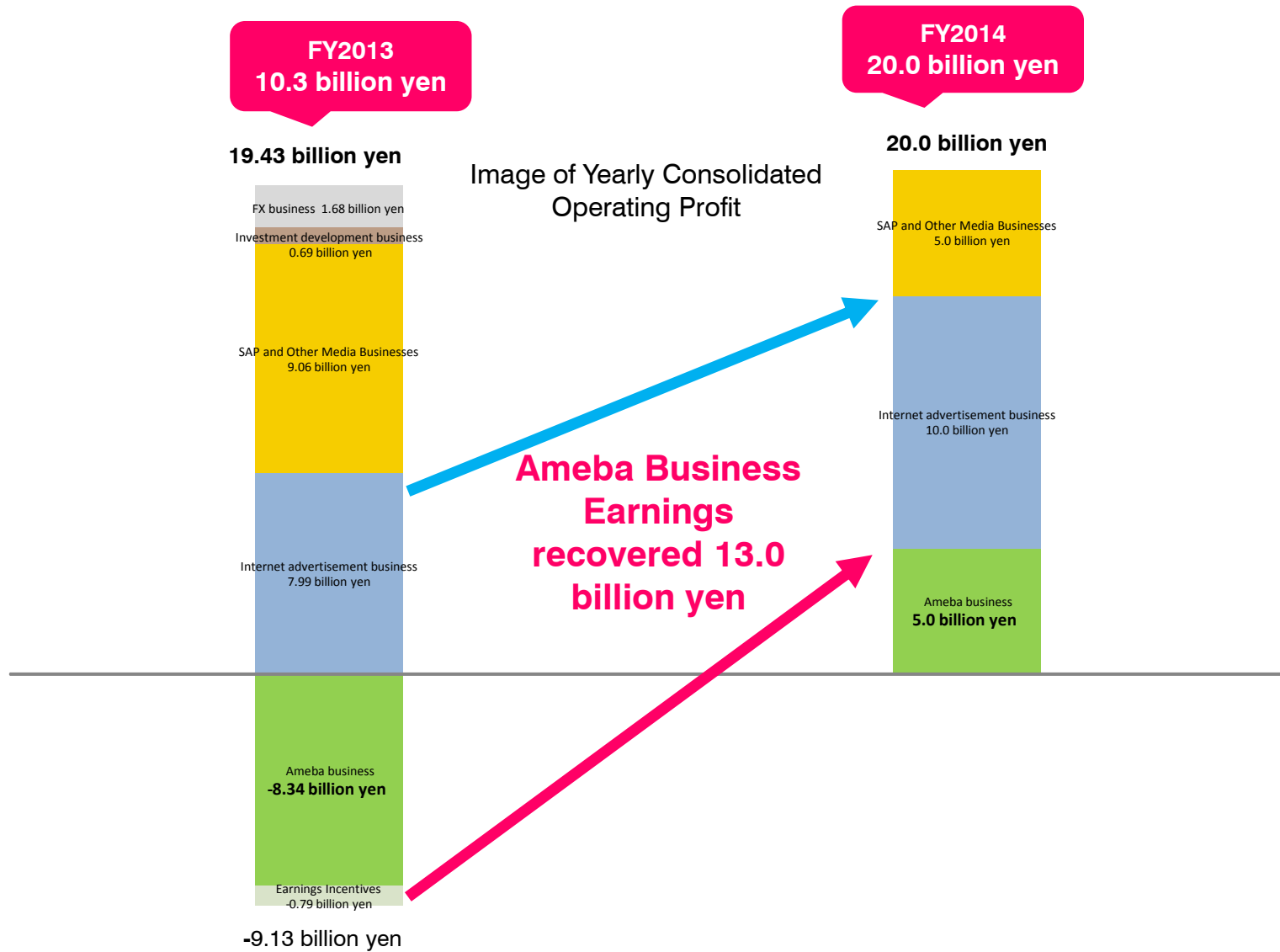
Summary

Earnings Forecast (Sales)

FY 2014: Toward the Harvest Season



Earnings Forecast (Operating Profit)



FY 2014

A Company with Smartphone Business of 100 Billion Yen Establish a Position in a Rapidly Growing Market

Ameba Business

■ **Shift to the Harvest Season** (13.0 billion yen in earning recovery)

Internet Advertisement
Business

■ **No. 1 way ahead of competitors, through smartphone advertisement.**

SAP and Other
Media Businesses

■ **Aim to Develop New Hit Native Games**